

## **DEETTE FEURTADO BIO**

Ms. Feurtado is a seasoned executive with over 15 years of managing business operations in the health care and fitness industries. Ms. Feurtado received her degree in Exercise Physiology from the University of Florida. She began her career as a faculty member at the University of Florida College of Medicine where she was involved in clinical research focused on the non-operative treatment of spinal disorders and strength training programs for adult populations. Over the past 15 years, Ms. Feurtado has worked as Chief Operations Officer for the national operations of over 30 spinal treatment and injury prevention programs serving thousands of people across the country for WalMart, NorthWest Airlines, United Airlines, SuperValu and Allina Hospital Systems. Ms. Feurtado has consulted with medical and physical therapy practices across the country addressing such topics as the implementation of evidence-based spinal rehabilitation programs, strategies for aligning goals, employee actions and resources to create a consistent experience for patients and referring physicians, strategies for building employee performance and accountability and strategies to improve and expand referral patterns. Ms. Feurtado is the founder and CEO of N2It Training Services, a coaching company that helps medical practices implement evidence-based programs for the treatment of chronic low back and neck pain utilizing MedX Medical Equipment. In addition, N2It Training Services assists practices with implementing evidence-based leadership programs to create and sustain operational and service excellence. The results of such programs lead to less employee turnover, improved patient satisfaction, increased profits and increased patient referrals. Ms. Feurtado also serves as the Executive Director of the Arthur Jones Institute which is a training facility dedicated to teaching the safe and accurate use of spinal evaluation and rehabilitation equipment manufactured by the MedX Corporation. For more information on how N2It Training Services can assist your practice, call 612-327-5356 or email [N2ItTraining@aol.com](mailto:N2ItTraining@aol.com).